

Development Opportunity—Riverside, CA



Downtown Restaurant Incentive Zone

EXISTING RESTAURANT TENANTS:

1. **Applebee's Grill & Bar** - Ribs, steaks, burgers, salads, full bar, Sunday brunch
2. **City Cuisine** - Lunch, special occasion dinners, extensive catering, private parties
3. **Duane's Prime Steaks and Seafood** - Prime steaks and fresh seafood, elegant dining, extensive wine list
4. **Old Spaghetti Factory** - Spaghetti and pasta dishes, full bar, parties
5. **Riverside Brewing Company** - Brewed beers, wine, soup, salads, burgers, wood-fired pizzas
6. **Café Sevilla** - Authentic Spanish/seafood cuisine, full bar, flamenco & tango, dance club
7. **Grape Leaves** - Mediterranean cuisine
8. **Mario's Place** - Northern Italian/Southern French Gourmet cuisine, romantic dining, late night bristo, live jazz & blues

POTENTIAL DEVELOPMENT IDEAS:

The Downtown Restaurant Incentive Zone includes a customer base consisting of office professionals, government employees, Riverside County jurors, local residents, out-of-town visitors and convention attendees. While there are numerous small casual restaurants and several fine dining establishments located within the area, additional demand for dining facilities currently exists and is desirable to support local patrons and to continue the enhancement of the downtown atmosphere.

LOCATION:

Because the Incentive Zone is positioned in the heart of Downtown and is surrounded by an array of professional office buildings, the convention center, museums, and the Historic Mission Inn Hotel, it benefits from the approximately 20,000 office employees that are within walking distance.

Additionally, located Downtown is the County Superior Courthouse, California State Court of Appeal, U.S. Bankruptcy Court, U.S. District Court, County Family Law Court, Riverside City Hall, Riverside County Administrative Center, Riverside Main Library, and approximately 900 hotel rooms. Collectively, these facilities combined with historical and cultural amenities have established Riverside as the Downtown of the Inland Empire, anchoring a region of approximately three million people.

The Incentive Zone is easily accessible by the 60/91/215 freeways providing an easy drive for the estimated 215,000 people who live and work within a five-mile radius.

In April, the three-day Orange Blossom Festival attracts over 200,000 visitors to the downtown area. Downtown community events can be found on the Greater Riverside Chambers of Commerce web site located at www.riverside-chamber.com.

ZONE BOUNDARIES:

The Restaurant Incentive Zone is bounded on the east side of the 91 freeway by BNSF & UPSP Railroad, 3rd and 14th Streets. West of the 91, the zone is located between University Avenue and Mission Inn Avenue to Market Street and north and south along the Main Street Pedestrian Mall.

INCENTIVES:

Redevelopment Incentives: The Redevelopment Agency may assist businesses within the Downtown Restaurant Incentive Zone with tenant improvements as well as loan guarantees or grants. Other incentives such as reduction in fees or taxes are negotiable on a case by case basis.

Electric Utility Incentives: The City of Riverside proudly owns, operates and maintains its own electric utility which offers its commercial customers stable rates, reliability, energy efficiency incentives, lighting programs, energy management services and technical assistance.

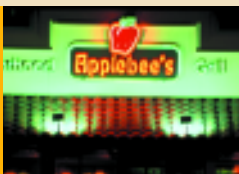
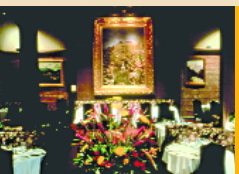
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The information included is for site selection purposes only. It reflects the best current information available and is subject to change. The City of Riverside is not responsible for any inaccuracies in this information. Due diligence is encouraged on all development projects and requirements may change on a case by case basis.



CITY OF RIVERSIDE
DEVELOPMENT DEPARTMENT



1-877-RIV-SIDE • fax 909-826-5744
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3900 Main Street • Riverside, CA 92522

Downtown Restaurant Incentive Zone

Redevelopment Project Area

Demographics 2000 Census Estimates*

	1.0 Mile Radius	3.0 Mile Radius	5.0 Mile Radius	10.0 Mile Radius	20 Mile Radius	30 Mile Radius
• Daytime Population	20,113	64,988	92,602	299,015	702,182	1,180,822
• Residential Population	17,606	103,490	215,193	830,513	1,961,443	3,366,790
• Median Age	30	31	32	31	31	33
• Households	5,402	35,851	171,840	260,295	621,521	1,092,848
• Households by Type						
Married couple	38.30%	45.33%	53.57%	55.13%	55.68%	57.16%
• Households by Income						
\$25,000 to \$34,999	17.13%	15.53%	14.90%	14.20%	13.47%	11.79%
\$35,000 to \$49,999	14.07%	17.36%	18.10%	18.70%	18.17%	16.32%
\$50,000 to \$74,999	10.92%	14.66%	19.22%	22.01%	22.33%	21.65%
• Median Household Income	\$24,577	\$30,395	\$36,803	\$39,148	\$41,375	\$46,946
• Average Household Income	\$35,581	\$41,133	\$48,355	\$48,328	\$51,408	\$61,596
• Per Capita Income	\$11,426	\$14,417	\$16,255	\$15,232	\$16,415	\$20,112
• Occupied Units	52,090	31,582	62,799	223,860	525,732	913,459
• Owner Occupied	34.12%	48.04%	58.35%	61.55%	63.48%	67.42%
• Population 25+ by Education						
Bachelor Degree	7.70%	11.31%	11.68%	9.32%	10.05%	13.13%
Graduate Degree	4.63%	7.67%	7.98%	5.26%	5.23%	6.79%



*Statistics compiled by Claritas Inc.

Traffic Counts at Major Intersections

91 Freeway & University Ave., S/B	164,000
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14th St. at the 91 Freeway, N/B, E/W	38,354
Market St.: University Ave./14th St., N/S	21,014
Market St.: 60 Freeway W/B, N/S	18,218
Mission Inn: Market St. to Lime St., E/W	9,779
University Ave: Market St. to Lime St., E/W	13,821

Major Retail/Entertainment Centers

Ben H. Lewis Hall, Riverside Convention Center
Riverside Municipal Auditorium
Historic Mission Inn
Holiday Inn Select
Main Street Pedestrian Mall
Museums: Riverside Municipal Museum, Mission Inn Museum, UCR/California Museum of Photography

Major Office, Financial and Legal Tenants

Best Best and Krieger LLP
Citizens Business Bank
Riverside Community Hospital
Merrill Lynch
Morgan Stanley Dean Witter
Ernst & Young LLP
PaineWebber
Press Enterprise
Provident Savings Bank
Reid and Hellyer Corporation
T.D. Waterhouse
U.S. Bankruptcy Court
U.S. District Court
Wells Fargo Bank

Riverside Governmental Offices: City Hall, County Administration Building, County Family Law Court, California State Court of Appeal, County Office of Education, County Superior Court, Unified School District, California Tower State Offices



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Situated about an hour from downtown Los Angeles, Riverside is the heart of the Inland Empire. Riverside was founded over 100 years ago and is an industrial and commercial center in Southern California. Riverside enjoys the Mediterranean climate of Southern California and is an integral part of its vibrant economy.



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